



STRATEGIC **Inf**ormation  
Institute

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Dear Sir or Madam:

In February 2001, ARMA International, the Strategic Information Institute's parent company, contracted with C.E. "Skip" Weeks of InfoCentre, to develop a business plan for the Strategic Information Institute. The Institute was to be the catalyst for the evolution of managing information as an asset. Soon after Skip's contract begin, he learned that ARMA International, which is a not-for-profit professional association, had many political challenges, and decision points to come to before he could begin the actual business plan.

Skip's role immediately became the advisor, mediator, and guide of the ARMA International Board and HQ Staff during the evolutionary process of moving from a not-for-profit mentality, to a for-profit mindset. During that time, Skip served to create consensus among all parties in the best and most realistic form and structure that the new spin-off venture would take. He overcame many challenges and personalities during the strategic visioning process.

The tangible products of Skip's efforts were a feasibility study, and an 11-point research process that became the foundation of the business plan.

With the necessary fundamental elements in place, ARMA International felt that in-house resources could complete the business plan.

Skip continues to be a valuable resource to both ARMA International, and its new for-profit subsidiary, the Strategic Information Institute.

Sincerely,

*Susan Avery*

Susan Avery  
President/CEO  
(Former Deputy Executive Director/CFO of ARMA International)